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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058.

VIRGINIA TECH ANNOUNCES OPENING FOR AN EXTENSION INFORMATION MANAGER

The Virginia Polytechnic Institute and State University has an opening for a manager of Extension Information, who will report to the Director of Educational Communications. The Manager of Extension Information supervises the preparation of information materials disseminated through the mass and other media to the general public under the auspices of the Virginia Cooperative Extension Service.

Specific job duties include supervision of the preparation of news releases, electronic media programs, periodicals, and other communications products. Extensive experience in news media relations in an extension service and/or university setting is required, as is knowledge of current media technology and demonstrated proficiency in writing for a wide range of audiences. Management experience is preferred and an advanced degree in a related field is highly desirable. Salary range: \$25,027-\$34,172. Refer to number 616W in all correspondence.

Send resume to: Linda Woodard, Employee Relations, Virginia Tech, Blacksburg, VA 24061. Application deadline is October 1.

9/5

TEXAS AGRICULTURAL EXTENSION SERVICE SEEKING COMMUNICATIONS DEPARTMENT HEAD

The Agricultural Extension Service of Texas A&M University has an opening for Head of the Department of Agricultural Communications (DAC). DAC is a communications support unit for the Texas Agricultural Experiment Station and the Texas Agricultural Extension Service.

Duties include all matters pertaining to the long range strategic planning and development of overall program objectives and goals, budget and staffing, personnel administration, evaluation, and reporting. As department head, coordinates and administers all matters relative to print media, broadcast media, Extension and Experiment Station publications, graphic design, and reproduction and distribution.

The incumbent also maintains a close working relationship with working media representatives and related agencies and promotes a close working relationship with the Texas A&M University Public Information Office.

Submit resumes, transcripts of all college and university work, and three letters of recommendation to: William R. McConnell, Extension Personnel Officer, Texas Agricultural Extension Service, System Administration Building, Room 2 (2248), College Station, TX 77843.

9/9

SOUTH DAKOTA STATE COOPERATIVE EXTENSION SERVICE SEEKS VIDEO INFO SPECIALIST

The South Dakota State University's Cooperative Extension Service has an opening for a video information specialist to manage the videotape production.

The specialist will work closely with Extension faculty and staff in all phases of video production, coordinate the pre-production planning and script development, supervise and/or perform videotaping and post production editing, and coordinate distribution.

(more)

Other duties will include supervising the day-to-day operation of the tape library.

Qualifications include: A Master's degree in communications, education, or a related field, and three years of experience in the preparation of adult learning materials for commercial/industrial video production.

Send letter of application with resume, transcripts, three letters of recommendations, two scripts developed for different subject matter, and a sample of video tape produced for instructional use, to: Larry Tennyson, Ag Editor, SDSU, Box 2231, Brookings, SD 57007. Telephone is (605) 688-4187.

Deadline was September 24, or until position has been filled.

9/16

NATIONAL AGRICULTURAL LIBRARY OFFERING WORKSHOPS ON COMPUTER-BASE SEARCHING

USDA's Current Research Information System (CRIS) at the National Agricultural Library (NAL) is offering one-day training workshops on searching the CRIS database on DIALOG, the online retrieval system of information services.

Over 30,000 USDA and State research projects in the database can be accessed on the DIALOG system by "dial-up" computer terminals from almost any location in the United States.

CRIS is USDA's computer-based documentation and reporting system for publicly supported agricultural and forestry research in the United States.

The workshops are intended primarily for research scientists, managers, information specialists, and librarians with prior DIALOG experience or training and are offered at no cost to USDA and State land-grant personnel.

Workshops are conducted at NAL in Beltsville, Md., and at the NAL Reference Center in Washington, D.C. Advance registration is required. Dates for the workshops are: Beltsville, 11/19/87, 3/17/88, 9/29/88, and in Washington, 1/14/88, 5/19/88.

For additional information and registration, call CRIS Training Registration on (301) 344-3850. DIALCOM E-MAIL Box CRIS or TELEMAIL CRIS.

9/16

CLEMSON UNIVERSITY NAMES NEW BROADCAST EDITOR FOR AGRICULTURAL COMMUNICATIONS

Shawn Delong, 29, has been named broadcast editor for the Department of Agricultural Communications at Clemson University.

Delong, a former news reporter for radio and television stations in Louisiana and Wisconsin, will cover activities of the Clemson Extension Service and the South Carolina Agricultural Experiment Station for broadcast media.

Among her duties she will produce a daily radio program of agricultural news from Clemson University.

9/16

NORTH CAROLINA A&T STATE UNIVERSITY NEEDS AN EXTENSION EDITORIAL SPECIALIST

The North Carolina A&T State University has an opening for an Extension editorial specialist to plan, research, and write copy for various media. The incumbent would also edit and design publications and newsletters, conduct writing workshops, design effective public relations programs, and direct publication distribution.

Send resume and samples of writing to: Valorie F. McAlpin, Extension/Research Communications, P.O. Box 21928, Greensboro, NC 27420.

Closing date was September 30.

9/16

1987 FACT BOOK OF U.S. AGRICULTURE CARRIES HISTORICAL THEME, AND FACTS

The 1987 Fact Book of U.S. Agriculture, published by USDA's Office of Information, is off the press. Those agencies that ordered copies through the printing process should have their copies by now. Interested persons should check their agency distribution or administrative officer to obtain copies.

This year's Fact Book (Misc. Publication No. 1063) is unique in that it contains material appropriate to the celebration of the 200th anniversary of the U.S. Constitution.

The Fact Book cover depicts contrasting old and new ways of tilling the soil and is printed in "Bicentennial Blue" ink.

The foreward, by Douglas E. Bowers, historian with USDA's Economic Research Service, talks about "Agriculture and the U.S. Constitution," and the 75th chapter, also by Bowers, talks about "The Nation's Agriculture 200 Years Ago."

For example, the Fact Book reports that it took 601 man-hours of labor in 1800 to produce a bale of cotton compared with 5 in the current decade. Cotton yields per acre have increased from 154 to 630 pounds during that period.

George Holcomb, with the Special Programs Division of USDA's Office of Information, edited the 1987 Fact Book. He rearranged the 75 chapters from previous editions, placing chapters under 8 section headings that summarize the many activities. Food marketing and assistance fall under one section head, for example, while farm production and marketing programs come under another.

Copies of the 176-page Fact Book are available from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Ask for USDA Miscellaneous Publication No. 1063. The price is \$4.25 per copy.

The Fact Book information also is being made available electronically via USDA's EDI (Electronic Dissemination of Information) service for the first time.

9/16

LOUISIANA AGRICULTURAL EXPERIMENT STATION SEEKS ASSISTANT PROFESSOR/EDITOR

The Publications Department, Louisiana Agricultural Experiment Station, at Louisiana State University in Baton Rouge, has an opening for an assistant professor/assistant editor.

Duties include developing, producing, and distributing research-oriented video news segments suitable for television, and video programs for use by scientists, Extension agents, producers, and others.

(more)

As needed, incumbent will assist other experiment station editors in the production of station bulletins, the quarterly magazine, or other editing assignments.

Send applications to: Mike Futrell, Editorial and Publications Department, Louisiana Agricultural Experiment Station, 128 Knapp Hall, Louisiana State University, Baton Rouge, LA 70803. Telephone is (504) 388-2263.

Closing date is October 15.

9/18

TEXAS AGRICULTURAL EXTENSION SERVICE SEEKS PUBLICATION SERVICES MANAGER

The Texas Agricultural Extension Service at Texas A&M University in College Station has an opening for a publication services manager.

Job responsibilities include managing, training, and supervising a staff of about 20 people in printing, reproduction, and distribution of educational material. Other duties include communicating and cooperating with professionals from educational and research agencies, preparing cost estimates and bid specifications, and setting priorities and scheduling production to meet volume and quality requirements and to maintain maximum production from equipment and personnel.

Qualifications include a B.S. degree in printing, business management or related area, and 3 years experience in managing a printing and distribution operation.

Refer to Position Announcement No. 2037, when sending applications to: William R. McConnell, Personnel Officer, Texas Agricultural Extension Service, System Administration Building, Room 2 (2248), College Station, TX 77843.

Closing date is October 5.

9/18

USDA'S FSIS IS PREPARING TV NEWS FEATURES FOR USE PRIOR TO UPCOMING HOLIDAYS

USDA'S Food Safety and Nutrition Service (FSIS) is preparing a series of television news features on food safety to be used prior to the holidays. The features will end with a reference to FSIS' 800 Hot Line service.

According to Jim Johnson of USDA's Radio & TV Division, FSIS' Kevin Shields delivered specifications to review for the contract to distribute the features to television via satellite. The specs call for notifying all TV stations with newscasts about which satellites the food safety series will be on and the schedule of transmission.

Johnson says the project will provide new information to USDA about another way to distribute USDA information that others may choose to use in the future.

For further information, contact: Jim Johnson, USDA, Radio & TV Division, Room 410-A, Washington, DC 20250. Telephone (202) 447-4330, or Dialcom mailbox AGR007.

9/18

USDA'S NEWS DIVISION IS AHEAD THIS YEAR IN PUTTING OUT NEW RELEASES

USDA's News Division put out its 1,000th news release of 1987 near the end of August, according to Dave Warren, its division chief.

Warren says they are running at about the same pace as last year, but are ahead of 1985, when they were only on number 830 by the same time in August. It was October 2, before they hit 1,000 in 1985.

Keep up the good work -- there's a lot of news out there!

9/18

1987 NATIONAL BIOTECHNOLOGY CHALLENGE FORUM PROCEEDINGS NOW AVAILABLE

"Biotechnology: The Challenge," a 56-page booklet on the proceedings of the USDA Biotechnology Challenge Forum held in Washington, D.C., last February is finally available.

It has an unusual format. Usually proceedings are merely reprints of text provided by speakers. This booklet carries rewrites of more than 30 speakers' texts.

Ron Buckhalt, USDA's public liaison director, who organized the forum under the direction of Wilmer D. Mizell, USDA Assistant Secretary for Governmental and Public Affairs, wanted the proceedings to be easy to understand. He wanted the to be useful for high school and university students.

George Holcomb, public affairs specialist with USDA Office of Information's Special Programs Division, worked with Buckhalt in summarizing the texts to article form--to simplify them without losing their essence. "Readers will have to judge the results for themselves," Holcomb says.

The goals of the forum, and the booklet, were to increase public knowledge about agricultural biotechnology research and to examine the role of the Federal Government in regulating results of such research.

Some of the speakers were critical of the way the government has handled its part in biotechnology. A speaker from Japan picked up the idea that U.S. citizens are less receptive to new technology than Japanese.

A U.S. industry speaker deplored this country's biotechnology "illiteracy. Perhaps the summarized proceedings in the booklet will help ease the problem.

Individual copies of the proceedings are available from Ron Buckhalt, Director, Office of Public Liaison, Room 241-E, U.S. Department of Agriculture, Washington, DC 20250; Dialcom E-Mail box is DAG140; telephone 202-447-2798.

9/23

TWO AG COMMUNICATORS NAMED TO CHAIR 1988 AG COMMUNICATORS' CONGRESS PLANNING

Larry Quinn, chief of USDA Office of Information's Video & Film Division, and Marcia Taylor, associate editor of the FARM JOURNAL, will be the co-chairs of the program planning committee for the 1988 Agricultural Communicators Congress. The quadrennial congress will be held in Washington, D.C., July 10-1 next year.

They were named by the steering committee made up of two representatives from each of the five sponsoring ag communicators' organizations. The steering committee is chaired by Paul Weller, an official with both the Agricultural Relations Council and American Agricultural Editors' Association.

(more)

Quinn is a past president of the Agricultural Communicators in Education (ACE) and served on the program planning committee for the 1984 congress.

For further information contact Larry Quinn, Room 1618-S, USDA, Washington, DC 20250. His Dialcom E-Mail box is AGR016; telephone 202-447-6072.

NATIONAL AG LIBRARY WILL HOLD VIDEO TRAINING PROGRAM ON OCT. 15

On Thursday, October 15, from 1:30 to 4 p.m., USDA's National Agricultural Library (NAL) and the University of Maryland's Center for Instructional Development and Evaluation, are presenting "AGRICOLearn: An Interactive Videodisc Training Program," to be held at NAL.

Visitors will have an opportunity to talk with the planners and developers of AGRICOLearn and to see demonstrations of laser disc and other technology in various other applications, such as a disc with full text of publications, an expert system "Aquaref," and the AGRICOLA database on CD-ROM, with hands-on interaction for visitors.

NAL staff will be available to discuss current and future programs and services and how you and your organization might be involved.

NAL is located in Beltsville, Md., on Route 1 near I-95, at Beltway exit 25-A, North.

For further information, contact: Robert Butler at (301) 344-3937, or Dialcom mailbox AGS3052.

9/25

PROCEEDINGS OF NATIONAL RESEARCH FORUM COMMEMORATING HATCH ACT ARE AVAILABLE

Proceedings of the national research forum commemorating the Hatch Act Centennial are available. The forum, "Research: Tomorrow's Challenges," was sponsored by USDA's Cooperative State Research Service (CSRS) and the National Association of State Universities and Land-Grant Colleges. The forum was held at the National Academy of Sciences on March 2-3.

Copies of "Agricultural Research For A Better Tomorrow" can be obtained by sending a self-addressed label to: Fennie A. Tolver, USDA-CSRS, Room 430-A, Washington, DC 20250-2200.

9/28

NEW YORK STATE EXPERIMENT STATION AT GENEVA NAMES COMMUNICATIONS HEAD

John A. Williams has been named to head the Communications Services unit for Cornell University's New York State Agricultural Experiment Station in Geneva.

John has an outstanding background in the communications field. He began his career in 1964 as editor/publisher of a weekly newspaper, later joining the Gannett Rochester Newspapers. In 1968, he went to work for Eastman Kodak Company in Rochester where he held a variety of editorial posts including managing editor of the company's 65,000 circulation weekly newspaper, the Kodakery. When he left Kodak in 1986, he was Senior Editor, Corporate Communications.

Among his many extracurricular activities, John, in the mid-1970s, handled press liaison duties for President Gerald Ford's Commission on Olympic Sports in Washington, D.C., as aide to former Kodak Board Chairman, Gerald B. Zornow.

9/30

CALENDAR OF UPCOMING COMMUNICATIONS EVENTS**October 1-2:**

USDA-FDA Regional Journalists' Conference on Food Safety & Nutrition
National Press Club, Washington, D.C.

Contact: Sally Katt, USDA, 202-382-9435 or Marci Hilt, USDA, 202-447-6445

October 15-16:

USDA-FDA Regional Journalists' Conference on Food Safety & Nutrition
Executive Tower Inn, Denver, Colorado

Contact: Sally Katt, USDA, 202-382-9435 or Marci Hilt, USDA, 202-447-6445

October 29-30:

USDA-FDA Regional Journalists' Conference on Food Safety & Nutrition
Allerton Hotel, Chicago, Illinois

Contact: Sally Katt, USDA, 202-382-9435 or Marci Hilt, USDA, 202-447-6445

November 11-14:

Society of Professional Journalists (SDX) Annual Convention
Chicago Hilton & Towers, Chicago, Illinois -- \$100

Contact: SPJ,SDX, Suite 731, 53 W. Jackson Blvd., Chicago, IL 60604

November 12-15:

National Association of Farm Broadcasters Annual Meeting
Kansas City, Missouri

Contact: NAFB, 913-272-3456

November 18-20:

National Association of Government Communicators Annual Conference (and
Annual Blue Pencil and Gold Screen Awards Banquet)

Rosslyn Westpark Hotel, Arlington, Virginia -- \$300 (\$350 nonmember)
Contact: Debbie Trocchi, NAGC, 703-823-4821

November 30 - December 2:

9th Annual National Media Conference

Hilton Hotel, New York, New York -- \$695 (\$795 after Nov. 1)

Contact: Larimi Communications Associates, 1-800-634-4020

December 1-3:

"Outlook '88", USDA's 64th Annual Agricultural Outlook Conference
U.S. Department of Agriculture, Washington, D.C.

Contact: Raymond Bridge, World Agric. Outlook Board, 202-447-5447

January 1988:

Communication Officers of State Depts. of Agriculture Annual Conference
Portland, Oregon

Contact: Dalton Hobbs, Oregon Dept. of Ag. & COSDA Pres., 503-378-3773

July 10-13:

Second Quadrennial Agricultural Communicators' Congress
J.W. Marriott Hotel, Washington, D.C.

Contact: Paul Weller, Agri-Washington, 202-745-1994

(NOTE: Plans are to carry this page as a regular feature of the newsletter.
Submissions for inclusion will be appreciated. -- Editor)